

### **REMARKS**

The present Amendment amends claims 1, 4 and 5, and leaves claims 2, 3 and 6-8 unchanged. Therefore, the present application has pending claims 1-8.

#### **35 U.S.C. §102 Rejections**

Claims 1-8 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,282,713 to Kitsukawa et al. ("Kitsukawa"). This rejection is traversed for the following reasons. Applicants submit that the features of the present invention as now more clearly recited in claims 1-8 are not taught or suggested by Kitsukawa, whether taken individually or in combination any of the other references of record. Therefore, Applicants respectfully request the Examiner to reconsider and withdraw this rejection.

Amendments were made to the claims to more clearly describe features of the present invention. Specifically, amendments were made to the claims to more clearly recite that the present invention is directed to an information linking method, a terminal device and server equipment as recited, for example, in independent claims 1, 4 and 5.

The present invention, as recited in claim 1, and as similarly recited in claims 4 and 5, provides an information linking method including receiving, by a first terminal device, first content of interest including a video image, which is broadcasted from a broadcaster. The method also includes sending, by the first terminal device, first information to identify the first content, first target area selected to define a part or all of an object from the first content, and messages to server equipment across a computer network. According to the present invention, the first target area is selected and messages are input by a user of the first terminal with a

manipulator of the first terminal. The method also includes receiving, by the server equipment, the first information to identify the first content, the first target area selected, and the messages. Furthermore, the method includes generating, by the server equipment, information related to the object from the content from a part or all of the messages received. The method also includes interlinking and registering, by the server equipment, the first information to identify the first content, the first target area selected, and the information related to the object from the first content into a database after broadcasting the first content. According to the present invention, a path across which the first terminal receives the information related to the object from the content is different from a path across which the first terminal receives the first content. The prior art does not disclose all of these features.

The above described features of the present invention, as now more clearly recited in the claims, are not taught or suggested by any of the references of record, particularly Kitsukawa, whether taken individually or in combination with any of the other references of record.

Kitsukawa teaches a method and apparatus for providing on-demand electronic advertising. However, there is no teaching or suggestion in Kitsukawa of the information linking method, terminal device or the server equipment as recited in claims 1, 4 and 5 of the present invention.

Kitsukawa discloses where on-demand electronic advertising information is provided for items used in scenes of television programs. The advertising information is received along with broadcasts of associated television programs. Selected advertisement modes alert a viewer when advertising information is available for an item displayed in a scene of the television program broadcast. The

viewer alert includes displayed marks superimposed over the broadcast of the television program. The displayed marks include indicators for each item for which advertising data is available, and the indicators may be representative of the items to which the indicators correspond. The advertising information for a particular item is selected when the viewer selects the indicator corresponding to the item in which the viewer is interested. Upon selection, the advertising information is displayed along with the broadcast of the currently selected television program. The advertising information may be used to electronically order the associated item.

Features of the present invention, as recited in claim 1, and as similarly recited in claims 4 and 5, includes receiving, by a first terminal device, first content of interest including a video image, which is broadcasted from a broadcaster, and interlinking and registering, by the server equipment, the first information to identify the first content, the first target area selected, and the information related to the object from the first content into a database after broadcasting the first content. Kitsukawa does not disclose this combination of features.

According to the present invention, it is not necessary for the broadcaster to interlink an object in the content and the information related to the object before broadcasting the content. Therefore, the information linking is accomplished even if the content is broadcast without being interlinked to an object before broadcasting the content.

Kitsukawa discloses where the broadcasting system provides the viewer with programming information for a number of broadcasting stations, as well as providing the viewer with many options regarding the functions of the broadcasting system and the programs that are available for broadcast (see, e.g., column 6, lines 19-23).

Kitsukawa further discloses where advertising information is received along with broadcasts of associated television programs (column 6, lines 42-44). If advertising information is selected for display by the viewer, the advertising information is displayed along with the broadcast of the currently selected television program and the advertising information may be displayed by superimposing the information over the broadcast of the television program on the screen (column 7, lines 27-33).

However, Kitsukawa does not teach or suggest interlinking and registering, by the server equipment, the first information to identify the first content, the first target area selected, and the information related to the object from the first content into a database after broadcasting the first content, as in the present invention. To the contrary, Kitsukawa teaches that “advertising information” is interlinked to items including products and services before broadcasting television programs, because Kitsukawa discloses that the advertising information is received along with broadcasts of associated programs (column 2, lines 24-26; column 6, lines 40-44; and Fig. 4, step 402), and because Kitsukawa discloses that advertising information is provided for the numerous items 511-519 present in the program scene 502, as indicated by the displayed advertising marks 5210529 (column 8, line 24-27; and Fig. 5).

According to the above-described disclosure of Kitsukawa, the items in television programs is interlinked to advertising information and the advertising marks 521-529 before broadcasting television programs, because the advertising marks 521-529 are displayed in the program scene 502. Unlike the present invention, Kitsukawa does not teach or suggest where “advertising information” is

interlinked to items including products and services after broadcasting television programs.

Therefore, Kitsukawa fails to teach or suggest “receiving, by a first terminal device, first content of interest including a video image, which is broadcasted from a broadcaster” and “interlinking and registering, by the server equipment, said first information to identify said first content, said first target area selected, and the information related to the object from the first content into a database after broadcasting said first content” as recited in claim 1, and as similarly recited in claims 4 and 5.

Therefore, Kitsukawa does not teach or suggest the features of the present invention, as recited in claims 1-8. Accordingly, reconsideration and withdrawal of the 35 U.S.C. §102(e) rejection of claims 1-8 as being anticipated by Kitsukawa are respectfully requested.

The remaining references of record have been studied. Applicants submit that they do not supply any of the deficiencies noted above with respect to the references used in the rejection of claims 1-8.

In view of the foregoing amendments and remarks, Applicants submit that claims 1-8 are in condition for allowance. Accordingly, early allowance of claims 1-8 is respectfully requested.

To the extent necessary, the Applicants petition for an extension of time under 37 CFR 1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, or credit any overpayment of fees, to the deposit account of Mattingly, Stanger, Malur & Brundidge, P.C., Deposit Account No. 50-1417 (referencing Attorney Docket No. H-1038).

Respectfully submitted,

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